Retail

Enabling Better Customer Experiences with High-Speed Data Transfer

Customers today expect retailers to provide what they want, when they want it and where they want it delivered. In response, retailers are investing in new technologies to deepen customer insights and provide engaging, seamless experiences across channels. To achieve this, retailers must quickly and reliably gather and analyze ever growing volumes of store and customer data and share large marketing and media assets with vendors, employees and stores. As the market leader in bulk data movement, Aspera helps retailers enhance the customer experience with superfast, large file sharing and sending, anywhere in the world.

Industry Trends and Innovations

Achieving Omni-Channel

The purchase journey can span hundreds of touchpoints (e.g. online, in-store, email, social media, etc.). Customers expect a consistent experience across each one. Retailers are moving beyond optimizing each channel separately to providing a tailored & seamless brand experience across all channels.

Digital Brick & Mortar

Retailers are creating rich, in-store digital experiences to attract shoppers, blurring the lines between the offline & online world. Leading retailers are testing new technologies like digital look books for sales teams, interactive video walls, smart fitting rooms & beacons that present tailored offers.

Retail Big Data

Retailers are storing & analyzing more data than ever before. New strategies like using store video to assess traffic patterns or social media to predict trends, generate huge volumes of data. Additionally, retailers are creating ever-growing amounts of HD content for campaigns & digital in-store experiences.

Key Industry Challenges

- Creating Engaging Digital Store Experiences
- Ensuring Brand Consistency
- Managing Growing Data (e.g. store, customer, etc.)
- Improving Customer Insights
- Streamlining Global Product Development & Sourcing
- Upgrading Store Technology

Aspera Solution Suite

Aspera offers a suite of software and cloud solutions built with its patented FASP® transfer technology that enables retailers to move, share & synchronize huge volumes of store, product & customer data as well as large media files, all at maximum speed, with complete security and reliability – regardless of file size, transfer distance or network conditions. Aspera addresses all big data movement challenges including:

Share & Exchange Files & Folders

Mass Transport & Ingest

Replication & Synchronization

Transfer Automation & Orchestration

Distribute Large Files Globally

The Aspera FASP Advantage

Fast
Move data & media files hundreds of times faster than TCP by fully utilizing bandwidth, regardless of size or transfer distance

Secure
Robust security with SSH authentication, data encryption in transit & at rest and data integrity verification

Controlled
Real-time, centralized control over transfers, nodes and users, with comprehensive logging and reporting

Reliable
Dependable transfers with auto resume for partial or failed sends

Aspera Moves Data 100X+ Faster Than FTP

MOVING A 10GB FILE				
	Network Bandwidth	Across US	US - Europe	US - Asia
Legacy Transport	100 Mbps	10-20 Hours	15-20 Hours	Impractical
Legacy Transport	1 Gbps	10-20 Hours	15-20 Hours	Impractical
Legacy Transport	10 Gbps	10-20 Hours	15-20 Hours	Impractical
Aspera FASP®	100 Mbps	14 Min	14 Min	14 Min
Aspera FASP®	1 Gbps	1.4 Min	1.4 Min	1.4 Min
Aspera FASP®	10 Gbps	8.4 Sec	8.4 Sec	8.4 Sec

Use Cases

Use Case 1: Distributing Software & Media Files to Retail Locations

Challenge

Retailers need to send large media files and software to hundreds of stores to refresh digital signage with the latest promotions and update critical store systems. Existing methods like satellite delivery, physical shipment and cloud file sharing are slow, unreliable & costly.

Aspera Solution

Aspera high-speed transfer software enables retailers to reliably refresh in-store displays, video walls and store systems with the latest marketing content and software in minutes or hours, not days or weeks, regardless of file size or location and number of stores.

Use Case 2: Marketing Campaign Collaboration

Challenge

Sharing campaign and brand assets across ad agencies, marketing teams and retail locations is a challenge given the transfer distance and growing size of media files. Retailers struggle to turn around new campaigns quickly & maintain brand consistency across channels.

Aspera Solution

With Aspera high-speed file sharing, global marketers can collaborate in real time to bring campaigns to market faster. Integrating Aspera into brand portals provides partners & stores fast, secure access to the latest HD assets, making it easy to maintain brand consistency and quality.

Use Case 3: Store & Customer Data Collection & Analytics

Challenge

Collecting large volumes of customer, sales, inventory & other business data from hundreds of stores or disparate datacenters is hindered by slow FTP-based transfer tools & cost prohibitive satellite transmission, slowing down analytics and crucial decision making.

Aspera Solution

Aggregate large volumes of data from global stores or datacenters securely at high-speed over challenged networks with Aspera. Pair with Aspera Orchestrator for rules based automation to streamline data & analytics workflows across legacy hardware & the cloud.

Use Case 4: Global Product Design & Sourcing

Challenge

International buyers, designers and merchandisers need to collaborate to develop or source the next hit product, but lose days waiting for product samples, swatches and design documents to ship across global sites.

Aspera Solution

Global buyers, designers & sourcing teams use Aspera to securely share large design files and HD video & images of product samples at high-speed, replacing slow, costly shipments & bringing new products to market faster.

Use Case 5: Digital Planogram Compliance

Challenge

Uploading and downloading high resolution video & images between HQ and many retail stores for planogram compliance is hindered by slow transfers over global networks, making it hard to maintain a consistent store experience.

Aspera Solution

Aspera high-speed ingest into cloud storage or a central datacenter makes sharing large video & image files quick, secure and easy, helping to streamline planogram compliance and ensure a consistent, quality store experience.

Customer Success Stories

Retailer Saves $1M by Speeding Delivery of Media Content to Stores

A big box retailer with 1,500+ stores replaced costly satellite transmission with Aspera to deploy large promotional video files for display on in-store TV's and software updates for crucial store systems, reducing OPEX by over $1M annually.

Designer Delights Shoppers with Digital Style Guides

A fashion retailer developed an iPad-based application with HD product video & images for personal shoppers to use with customers. Aspera replaced slow FTP transfers, enabling the brand to refresh style guides with gigabytes of the latest content in minutes.

Global Chain Aggregates Critical Store Data and Reduces Costs

A fast food chain with 2,000+ stores relied on costly satellite & manual labor to collect daily store data for critical business analytics. Aspera's transfer server software & Orchestrator automated and accelerated data collection over challenged global networks to save significant time and money.

Questions? Learn more at www.ibm.com/aspera or contact Aspera Sales at aspera-sales@ibm.com